

REMARKS

The Office action mailed on July 14, 2004 requires the Applicant to elect a single disclosed species from the following: (1) a system for how to choose advertisements; (2) a system for determining how much to charge advertisers for their ads; and (3) a system for monitoring and reacting according to whether a user is watching an ad.

Applicants elect, with traverse, species 1, directed toward a system for how to choose advertisements, expressly reserving the right, on allowance of any generic claim, to include additional claims directed to the non-elected species in the application. This election reads on claims 1-13 and 19-23. Applicants expressly reserve the right to file one or more divisional applications directed to the subject matter of the remaining non-elected claims. Applicants further submit that at least claims 1, 7 and 13 are generic.

Applicants submit that a search of the subject matter of the elected claims should also uncover references relevant to the examination of the subject matter of the non-elected claims. Accordingly, Applicants submit that the claims are not so unrelated as to constitute a serious burden on searching and examination as would entail imposition of the restriction requirement. Thus, Applicants respectfully requests that the restriction requirement be reconsidered and withdrawn.

Applicants note the Notice of Draftsperson's Patent Drawing Review that was mailed with the Office Action and will submit formal drawings when required.

CONCLUSION


To advance the prosecution of this application or resolve any outstanding issues, the Examiner is invited to telephone Applicant's undersigned representative at any time during prosecution of this application.

Regards,

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